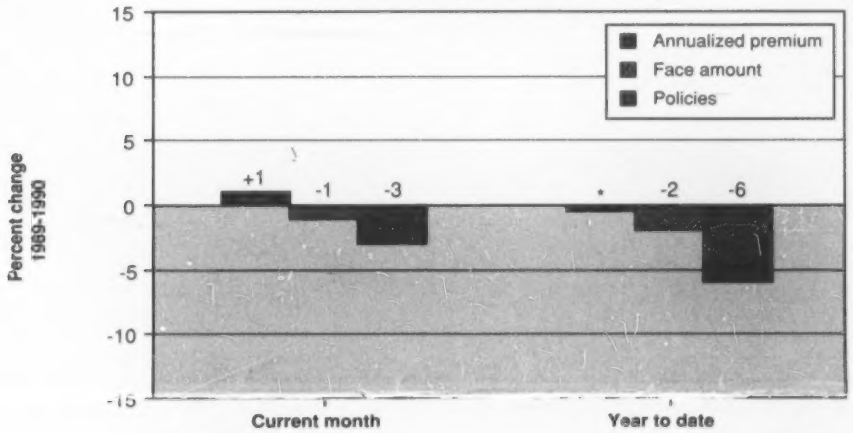
AC225-2

I/R Code 47.40
June 1990

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Individual Sales

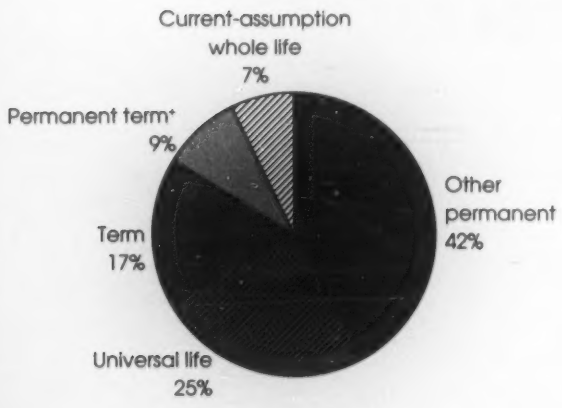
36 Companies



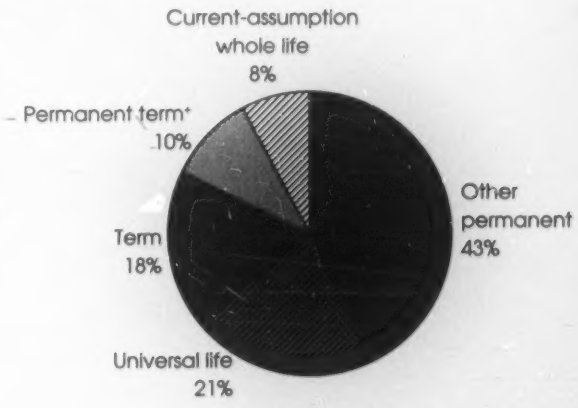
* less than 1/2 of -1 percent

Annualized Premium Market Share by Product

26 Companies Representing 83 Percent of June Sales



Current Month



Prior 12 Months
(June 1989 - May 1990)

* Estimate based on 16 companies

LIMRA INTERNATIONAL®

Profit from our research.

Sales Comparisons with Last Year

Ratio 1990/1989

		Annualized premiums	Face amount	Number of policies
Permanent term (15 cos.)	Month	100%	98%	104%
	Year to date	112%	110%	108%
All other term (21 cos.)	Month	106%	107%	103%
	Year to date	102%	100%	98%
Universal life (18 cos.)	Month	142%	139%	137%
	Year to date	120%	123%	119%
Current-assumption whole life (10 cos.)	Month	101%	101%	103%
	Year to date	98%	98%	98%
All other permanent (21 cos.)	Month	86%	86%	86%
	Year to date	87%	85%	82%

Policy Characteristics by Product

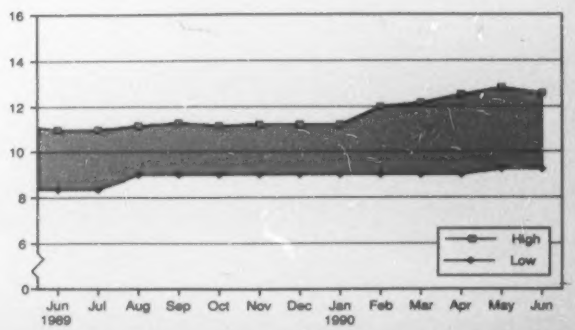
		Premium per $1,000	Average size policy	Premium per policy
Permanent term (15 cos.)	Month	$ 7.00	$ 91,268	$ 639
	Year to date	$ 7.02	$ 91,207	$ 640
	Year-to-date ratio	102%	101%	104%
All other term (21 cos.)	Month	$ 2.97	$ 178,925	$ 531
	Year to date	$ 2.99	$ 179,547	$ 537
	Year-to-date ratio	102%	102%	104%
Universal life (18 cos.)	Month	$ 8.98	$ 101,604	$ 912
	Year to date	$ 9.00	$ 98,531	$ 886
	Year-to-date ratio	98%	103%	101%
Current-assumption whole life (10 cos.)	Month	$ 8.47	$ 39,615	$ 335
	Year to date	$ 8.15	$ 40,909	$ 334
	Year-to-date ratio	100%	100%	100%
All other permanent (21 cos.)	Month	$ 11.80	$ 53,157	$ 627
	Year to date	$ 11.53	$ 53,499	$ 617
	Year-to-date ratio	102%	103%	105%

Universal Life

Interest Rates This Month

Median	11.25%
Range	9.25% - 12.58%
Range of middle 50%	10.50% - 11.75%
Number of companies reporting	15
Number of plans reported	41
Number of new plans	0
Number of plans dropped	0
Number of plans showing. . .	
No change	26
Increases	4
Average increase	0.34%
Decreases	11
Average decrease	0.35%

13-Month Interest Rate Range



Contributors' Growth Rates

Change in Annualized Premium

Year to Date

Percent change 1989 - 1990	Number of companies... Group I	Group II	Group III	All
21% or over	1	1	1	3
11% – 20%	2	2	4	8
1% – 10%	5	2	2	9
-9% – 0	1	2	2	5
-19% – -10%	1	3	3	7
-20% or under	0	3	1	4

Total Sales

Revised Through Current Month

	Annualized premium (000)			Face amount (000)			Number of policies		
	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89
January	$ 34,819	$ 33,186	95%	$ 5,105,851	$ 5,009,001	98%	58,491	53,313	91%
February	42,866	41,230	96	6,510,591	5,990,475	92	74,116	66,561	90
March	47,163	49,496	105	6,792,715	7,029,099	103	78,533	78,190	100
April	45,443	44,571	98	6,672,726	6,367,004	95	77,872	70,759	91
May	49,530	49,368	100	7,331,162	7,161,311	98	84,049	78,914	94
June	52,925	53,654	101	7,666,626	7,601,515	99	84,127	81,869	97
July	42,481			6,136,290			66,581		
August	40,585			5,821,180			62,365		
September	42,804			6,227,396			73,533		
October	48,131			6,914,972			79,977		
November	53,032			7,478,023			83,230		
December	54,886			7,621,355			77,575		
Year total	$554,665			$80,278,887			900,449		
Year to date	$272,746	$271,505	100%	$40,079,671	$39,158,405	98%	457,188	429,606	94%

	Premium per $1,000			Average size policy			Premium per policy		
	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89
January	$ 6.82	$ 6.63	97%	$ 87,293	$ 93,955	108%	$ 595	$ 622	105%
February	6.58	6.88	105	87,843	90,000	102	578	619	107
March	6.94	7.04	101	86,495	89,898	104	601	633	105
April	6.81	7.00	103	85,688	89,982	105	584	630	108
May	6.76	6.89	102	87,225	90,748	104	589	626	106
June	6.90	7.06	102	91,132	92,850	102	629	655	104
July	6.92			92,163			638		
August	6.97			93,340			651		
September	6.87			84,688			582		
October	6.96			86,462			602		
November	7.09			89,848			637		
December	7.20			98,245			708		
Year total	$ 6.91			$ 89,154			$ 616		
Year to date	$ 6.81	$ 6.93	102%	$ 87,666	$ 91,150	104%	$ 597	$ 632	106%

June Sales by Size Group

		Annualized premium (000)		Face amount (000)		Number of policies	
		1989	1990	1989	1990	1989	1990
Group I	Month	$ 32,070	$ 34,925	$ 4,351,327	$ 4,649,993	52,358	54,029
	Year to date	$163,725	$171,950	$22,295,303	$23,485,900	280,338	279,932
Group II	Month	$ 15,744	$ 14,347	$ 2,480,281	$ 2,245,613	23,534	20,371
	Year to date	$ 82,623	$ 74,489	$13,416,973	$11,818,190	133,319	109,365
Group III	Month	$ 5,111	$ 4,382	$ 835,018	$ 705,909	8,235	7,469
	Year to date	$ 26,398	$ 25,066	$ 4,367,395	$ 3,854,315	43,531	40,309

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — annualized premiums, face amount (volume), and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The results are based on the experience of 36 companies plus four subsidiary companies operating in Canada. The contributors represent 77 percent of the 1988 Canadian ordinary volume sold and 81 percent of 1988 first-year collected premiums. Since no industry data are available on total annualized new ordinary premiums, the proportion of annualized premiums represented by these contributors cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

Company corrections are incorporated on a monthly basis to provide contributors with the most up-to-date information.

Contact: Joy I. Hansen, Project Director
Darlene A. Schnittker
Raymond H. Hinchcliffe
Diane M. Couture
—Market Research

Life Insurance Marketing and Research Association, Inc.
P.O. Box 208, Hartford, Connecticut 06141

Contributors

Group I
Canada Life
Great-West Life†
Industrial-Alliance Life†
London Life†
Manufacturers Life†
Metropolitan Life†
(includes Metropolitan Life of Canada)
Mutual Life of Canada†
North American Life (Canada)†
Prudential of America†
Sun Life of Canada†

Group II
Commercial Union Life of Canada
Confederation Life
Co-operators Life
Crown Life†
Imperial Life of Canada
La Laurentienne†
National Life of Canada
New York Life†
(includes New York Life of Canada)
Prudential of England
(includes Prudential Life of England)
Seaboard Life†
Sovereign Life (Canada)†
Transamerica Occidental Life†
(includes Transamerica Life of Canada)
Zurich Life of Canada†

Group III
Assumption Mutual Life
Assurance-Vie Desjardins
COLONIA Life†
Equitable Life of Canada†
Financial Life of Canada†
Knights of Columbus†
Laurier Life†
Lutheran Life of Canada†
Royal Life (Canada)†
La Sauvegarde†
La Solidarite
State Farm Life†
L'Union-Vie†

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on the sum of first-year and renewal direct-written ordinary life premium income as of December 31, 1986.

† Company is included in product market share chart

Printed in U.S.A. Copyright © 1990

I/R Code 4.30
June 1990

QUARTERLY SURVEY OF INDIVIDUAL ANNUITIES IN CANADA

Second Quarter Sales

Accumulation Annuities

Number of new contracts (17 cos.)	RRSPs (Registered Retirement Savings Plans) 1989	1990	90/89	Nonregistered 1989	1990	90/89
1st quarter	82,174	88,783	108%	10,064	9,377	93%
2nd quarter	33,813	39,088	116	8,122	9,811	121
3rd quarter	18,947			6,769		
4th quarter	24,757			7,878		
Year to date	115,987	127,871	110%	18,186	19,188	106%
Premiums* (19 cos.)						
1st quarter	$1,087,655,416	$1,124,609,326	103%	$208,165,405	$214,884,290	103%
2nd quarter	583,162,398	584,262,299	100	219,280,202	223,152,332	102
3rd quarter	364,322,636			165,640,431		
4th quarter	417,750,083			200,334,219		
Year to date	$1,670,817,814	$1,708,871,625	102%	$427,445,607	$438,036,622	102%
Number of payments* (10 cos.)						
1st quarter	217,623	226,770	104%	21,032	23,660	112%
2nd quarter	157,202	161,587	103	20,613	23,548	114
3rd quarter	143,528			19,394		
4th quarter	155,017			20,596		
Year to date	374,825	388,357	104%	41,645	47,208	113%

*New and existing contracts

Payout Annuities — Life

Number of new contracts (18 cos.)	RRSP Income 1989	1990	90/89	Nonregistered 1989	1990	90/89
1st quarter	3,430	3,360	98%	770	911	118%
2nd quarter	3,480	3,195	92	866	942	109
3rd quarter	2,287			712		
4th quarter	2,655			986		
Year to date	6,910	6,555	95%	1,636	1,853	113%
Premiums (20 cos.)						
1st quarter	$ 123,835,944	$ 131,709,291	106%	$ 50,434,035	$ 60,225,867	119%
2nd quarter	162,725,863	147,287,758	91	52,238,798	54,466,561	104
3rd quarter	101,607,361			50,222,626		
4th quarter	111,526,741			74,216,856		
Year to date	$ 286,561,807	$ 278,997,049	97%	$ 102,672,833	$ 114,692,428	112%

	RRSP Income by Source					
	Internal transfers			External money		
Premiums (13 cos.)	1989	1990	90/89	1989	1990	90/89
1st quarter	$29,280,413	$35,297,921	121%	$ 61,662,361	$ 45,281,572	73%
2nd quarter	38,042,496	33,375,669	88	51,522,911	60,218,968	117
3rd quarter	22,995,099			35,030,959		
4th quarter	27,939,129			43,959,334		
Year to date	$67,322,909	$68,673,590	102%	$113,185,272	$105,500,540	93%

LIMRA INTERNATIONAL
Profit from our research.

Payout Annuities — Certain

Number of new contracts (17 cos.)	RRSP Income 1989	RRSP Income 1990	RRSP Income 90/89	Nonregistered 1989	Nonregistered 1990	Nonregistered 90/89
1st quarter	121	123	102%	473	733	155%
2nd quarter	100	145	145	592	698	118
3rd quarter	73			511		
4th quarter	70			699		
Year to date	221	268	121%	1,065	1,431	134%
Premiums (19 cos.)						
1st quarter	$ 6,165,263	$ 5,272,311	86%	$30,835,276	$53,019,801	172%
2nd quarter	4,703,409	8,605,760	183	33,257,524	46,389,929	139
3rd quarter	3,532,192			33,643,336		
4th quarter	3,722,523			46,455,884		
Year to date	$10,868,672	$13,878,071	128%	$64,092,800	$99,409,730	155%

	RRSP Income by Source					
	Internal transfers			External money		
Premiums (13 cos.)	1989	1990	90/89	1989	1990	90/89
1st quarter	$ 637,645	$1,377,948	216%	$2,757,046	$1,499,130	54%
2nd quarter	644,141	2,483,439	386	2,218,872	3,152,818	142
3rd quarter	874,102			1,196,143		
4th quarter	820,717			1,802,536		
Year to date	$1,281,786	$3,861,387	301%	$4,975,918	$4,651,948	93%

Registered Retirement Income Funds

	New contracts (15 companies) 1989	New contracts (15 companies) 1990	New contracts (15 companies) 90/89	Premiums (16 companies) 1989	Premiums (16 companies) 1990	Premiums (16 companies) 90/89
1st quarter	3,916	4,288	109%	$199,907,988	$215,900,051	108%
2nd quarter	4,061	5,049	124	210,823,804	270,043,671	128
3rd quarter	2,573			151,691,201		
4th quarter	2,892			153,705,857		
Year to date	7,977	9,337	117%	$410,731,792	$485,943,722	118%

Contributors

Canada Life
Confederation Life
Crown Life
Great-West Life
Imperial Life of Canada
Industrielle-Alliance Vie
La Laurentienne
London Life
Manufacturers Life
Maritime Life
Metropolitan Life
Mutual Life of Canada
National Life of Canada
New York Life
North American Life (Canada)
Prudential Life of England
Prudential of America
Standard Life (Canada)
State Farm Life
Sun Life of Canada
Transamerica Occidental Life

About the Survey

This survey shows the Canadian annuity sales activity of 21companies. Data listed for previous quarters have been revised to incorporate revisions in company data and to include previously unavailable data.

The data are separated into accumulation and payout annuities. The accumulation section shows the number of payments and premiums on new and existing contracts for RRSP and nonregistered annuities, as well as the number of new contracts. The payout section is divided into life and certain only annuities and registered retirement income funds (RRIFs). New contracts and premiums paid are shown for RRSP income and nonregistered contracts, as well as for RRIFs. The split between internal transfers and external money is shown for companies that are able to provide the source of RRSP income premiums.

Some contributors are unable to provide data for all categories; therefore, each category lists the number of contributors able to provide data.

Contact: Diane M. Couture, project director
-- Market Research

Printed in U.S.A. Copyright © 1990

I/R Code 47.40
June 1990

SUPPLEMENT TO MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

The following tables show Quebec sales activity for 22 companies. The contributors represent 66 percent of the 1988 Quebec ordinary volume sold.

New Individual Life Sales In Quebec

	Annualized premium (000)			Face amount (000)			Number of policies		
	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89
First half	$ 56,238	$ 57,427	102 %	$ 8,861,962	$ 8,601,790	97 %	133,173	125,034	94 %
Second half	64,477			9,994,192			137,577		
Year total	$120,715			$18,856,154			270,750		

	Premium per $1,000		Average size policy		Premium per policy	
	Total 1989	Jan.- June 1990	Total 1989	Jan.- June 1990	Total 1989	Jan.- June 1990
Quebec	$4.40	$4.68	$ 60,644	$ 68,796	$446	$459
Non-Quebec	$6.65	$6.72	$103,094	$106,959	$686	$719

Quebec Market Share of Total Sales (22 companies)

Annualized premium		Face amount		Number of policies	
Total 1989	Jan.- June 1990	Total 1989	Jan.- June 1990	Total 1989	Jan.- June 1990
32%	30%	33%	31%	42%	41%

Contributing Companies

Assumption Mutual Life
Assurance-Vie Desjardins
Canada Life
Commercial Union Life of Canada
Confederation Life
Crown Life
Financial Life of Canada
Great-West Life
Industrial-Alliance Life
La Laurentienne
London Life
Manufacturers Life
Metropolitan Life (includes Metropolitan Life of Canada)
New York Life (includes New York Life of Canada)
North American Life (Canada)
La Sauvegarde
La Solidarite
Sovereign Life (Canada)
Sun Life of Canada
Transamerica Occidental Life (includes Transamerica Life of Canada)
L'Union-Vie
Zurich Life of Canada

LIMRA® INTERNATIONAL
Profit from our research.